



La Région
Auvergne-Rhône-Alpes



Cofinancé par
l'Union européenne



COOPERATION AGREEMENT

forming part of the venture's implementation, entitled
"Supporting the Transition to Sustainable Tourism Practices
in UNESCO Global Geopark Destinations"

The undersigned, who represent the local action groups and regions organised according to the ELARD approach and their partners, commit themselves to the implementation of the cooperation project mentioned in the conditions of the venture, the principal features of which are described in the present cooperation agreement.

Between

"Syndicat Intercommunal d'Aménagement du Chablais (SIAC)", represented by Mrs. Géraldine PFLIEGER acting in the capacity of President, hereinafter referred to as the "Partner no. 1",
Partner no. 1's head office address: BP 33 – F-74200 Thonon cedex
SIRET No. 257 402 560 000 29

Name and contact details of the person in charge of monitoring the project: Amélie GIROUX –
tourismegeoparc@siac-chablais.fr - +33 974 767 277

And

"LAG Nord des Alpes (Northern of Alps) associated with SIAC", represented by Mr. Pascal CHESSEL acting in the capacity of President, hereinafter referred to as "Region no. 1",
Partner no. 1's head office address : BP 33 – F-7200 Thonon cedex

Name and contact details of the person in charge of monitoring the project: Henri MAITROT -
gestioncontrats@siac-chablais.fr - +33 (0)4 50 04 65 37

And

"Skara Municipality", as a representative for Visit Hornborgasjön/Platåbergens geopark, represented by Mrs. Linda Esseholt Hermansson acting in the capacity of Chief Executive Officer, Skara Municipality, hereinafter referred to as "Partner no. 2",

Partner no. 2's head office address : Skara kommun, Södra kyrkogatan 2, 532 39 Skara, Sweden
SIRET No.: 212000-1702

Name and contact details of the person in charge of monitoring the project : Anna Martinez,
anna.martinez@falkoping.se +46 706 - 28 00 51

And

“LAG - LEADER Nordvästra Skaraborg and LEADER Östra Skaraborg associated with Partner no. 2”, represented by Mrs Lovisa Johansson Hollsten, Manager, LEADER Nordvästra Skaraborg and Mr Jesper Uvesten, Manager, LEADER Östra Skaraborg, hereinafter referred to as “Region no. 2”,

Partner’s head office address:

LEADER Nordvästra Skaraborg, Gråbrödragatan 11, 532 31 Skara, Sweden

LEADER Östra Skaraborg, Långgatan 1C, 544 30 Hjo, Sweden

Name and contact details of the person in charge of monitoring the project:

Lovisa Hollsten Johansson, lovisa@leadernvskaraborg.se, +46 702-57 70 39

Jesper Uvesten, jesper.uvesten@leaderostraskaraborg.se, +46 702 – 46 00 99

And

Having regard to the convention dated 12/12/2023 relating to the implementation of Local Development undertaken by Local Stakeholders within the context of the Rural Development Programme EALARD relating to LAG **Nord des Alpes (Northern of Alps)** and action sheet no. 4 titled COOPERATION.

Having regard to the decision of the LAG Programming Committee dated 05 December 2025, authorising the cooperation venture associated with partner(s) no. 2.

Having regard to the convention dated 2023-01-31 relating to the implementation of Local Development undertaken by Local Stakeholders within the context of the Swedish CAP Strategic Plan relating to LAG Leader Nordvästra Skaraborg and action area: Vibrant Enterprises and Innovators - sustainable tourism.

Having regard to the decision of the LAG Programming Committee dated 04 December 2025 (LEADER Nordvästra Skaraborg) and 05 December (Östra Skaraborg), authorising the cooperation venture associated with partner(s) no. 1.

It is hereby agreed as follows:

Article 1: Subject of the cooperation agreement

The present agreement defines the arrangements for cooperation between the above-mentioned Partner no. 1, Partner no.2 and LAG regions or groups of public and private local partners in the venture. It defines the signatories’ respective obligations and responsibilities within the context of the implementation of the abovementioned venture.

The official language of this cooperation agreement is English.

The agreement is valid on the condition that the project is approved by all three LEADER areas.

Article 2: Duration of the cooperation

The cooperation agreement covers the period from 01/01/2026 to 31/12/2027. The details of the programme’s schedule are laid out in Appendix 1.

Article 3: Presentation of the cooperation project and its financial arrangements

3.1 Presentation of the cooperation project

The cooperation project aims to support the transition to sustainable tourism practices in destinations recognized as UNESCO Global Geopark:

- To develop strategies and tools for sustainable tourism and responsible communication related to visitor destinations such as Lake Hornborga/Platåbergens Geopark and Chablais Geopark
- To develop and test workshop and materials that support behaviour change
- To integrate the project's results into the strategic documents and daily operations of the participating organisations.
- To implement an international exchange of experiences

The project is described in details in Appendix 1.

3.2 Financial arrangements of the cooperation project

The cooperation project is based on a provisional budget arranged between the partners, a detailed breakdown of which is provided in Appendix 2.1.

The details of expenditure required for the implementation of the cooperation project are laid out in Appendix 2.2.

The budget and provisional expenditure may be adjusted in the course of the implementation, with the written consent of the present agreement.

3.3 The Steering Committee for the Cooperation project

Partner no. 1 and Partner no. 2 shall constitute a Steering Committee responsible for ensuring that the implementation of the cooperation project meets its required deadlines, and remains within its budget and its aims until the projects obligations are concluded. Meetings of the Steering Committee shall be convened by either Partner whenever necessary, with at least one meeting to be held per calendar year.

Article 4: The obligations and responsibilities of the partners

Each of the partners is to implement initiatives which have been planned in conjunction in accordance with the arrangements and deadlines laid out in the cooperation agreement. The partners should:

- Perform the tasks assigned to them;
- Inform the partners of any changes that may affect the assigned tasks, in particular any changes in the financial arrangements;
- Involve themselves in shared projects;
- Participate in joint initiatives;
- Involve themselves in the governance of projects.

Article 5: Local Action Group or group of public and private local partners

Each of the above-mentioned partners is to be attached to a Local Action Group or to an organised public/private region. The associated region is to oversee the smooth running of the project for cooperation.

Article 6: Modifications to the cooperation agreement

6.1 - General modifications

The present cooperation agreement may be subject to modifications in the form of amendments, at the instigation of one of the signatory partners. The amendment should be signed by all the partners involved. Modifications in the number of partners must be the subject of an amendment.

6.2 – Modifications of the appendixes (description of the project and financial arrangements)

The appendixes referred to in Article 8 set out the details of the provisional cooperation project. Thus, the modifications of these appendixes do not require an amendment to this agreement. However, the modifications of these appendixes are compiled in real time by the Partner n°1, who ensures that they are accepted by all the signatory partners of this agreement. The updated appendixes must be available to be provided to a partner's LAG or managing authority at any time during the lifetime of the cooperation project.

Article 7: Dealing with disputes

In the event of disputes, the lead partner and the partners are to seek an amicable solution. Failing that, in the event of litigation, the court of competent jurisdiction is the court at Grenoble (France).

Article 8: Appendixes

Attached to this agreement and forming an integral part of the latter are the following documents:

Appendix 1: An introduction to the cooperation project

Annex 2: Budget

Annex 2.1: Details of each partner's financial commitment

Annex 2.2: Details of the finance required from each partner to fund the venture

Signatures to the cooperation agreement

Date, capacity and signature of the legal representative of the LAG LEAD Partner

Date, capacity and signature of the legal representative of the LAG Partner 1

Date, capacity and signature of the legal representative of the region established according to the Leader approach 1

Date, capacity and signature of the legal representative of Partner 1

Appendix 1 – An introduction to the cooperation project

1.1. The project's objectives

The purpose of the collaboration is to jointly explore and develop models for sustainable practices related to tourism in UNESCO Global Geopark destinations. The collaboration will contribute to strengthening social, cultural, and ecological sustainability in both geoparks.

The Municipality of Skara, through Visit Hornborgasjön, will focus particularly on sustainable communication in a tourism context,

While the Chablais Geopark will mobilise the CSR approach, tailored to the operational needs of Tourist Offices, to structure a local ecosystem grounded in shared sustainable tourism expertise. This strategic lever will underpin the development of a collective and transferable roadmap, facilitating the implementation and replication of sustainable practices.

Shared objectives:

- To develop strategies and tools for sustainable tourism and responsible communication related to visitor destinations such as Lake Hornborga/Platåbergens Geopark and Chablais Geopark
- To develop and test workshop and materials that support behaviour change
- To integrate the project's results into the strategic documents and daily operations of the participating organisations.
- To implement an international exchange of experiences
- To implement an international exchange of experiences, which will include:
 - Organizing exchange visits between Platåbergens UNESCO Global Geopark and the Chablais UNESCO Global Geopark
 - Organizing a kickoff meeting digital or physical
 - Holding regular check-ins during the project period, where the partners provide mutual support and assistance in their respective processes based on clear questions

1.2. Initiatives planned

The planned actions are structured around two main areas of focus.

1 / sustainable tourism strategies and tools development

2 / project governance and cooperation

1.2.1 Joint initiatives

1st initiative: Implementing sustainable and responsible communication

Objectives	Developing responsible communication practices among tourism stakeholders to strengthen responsible tourism within the destination.
Resources required	Expertise for developing a workshop concept (staff and consultant time) Facilitators, logistical resources and consultant time for organising training sessions/workshops Survey tools and staff time for conducting follow-up evaluations with the discussion group
Dates and venues	in each participating Geopark between Q1 and Q3 2026.
Costs (VAT)	7 574,70 €
Beneficiaries	Partners and local tourism stakeholders
Targeted public	Tourist offices, accommodations, guides
Anticipated outcome	Strengthened responsible communication practices reflected in improved content and revised communication materials.

2nd initiative **Developing “Awareness Kits” for Visitors**

Objectives	Develop and implement visitor “Awareness kit” to encourage responsible behaviour and strengthen sustainable tourism practices in environmental area.
Resources required	Staff time for environmental scanning and benchmarking on visitor “nudging” and behaviour-change approaches Collaborative work sessions between partners for co-designing the awareness kit Graphic design and communication specialists for digital and printed awareness materials Printing services for awareness-promotion materials distributed in Geopark tourism offices Staff time for field testing, monitoring, and evaluation of the awareness kit during summer 2027 in Sweden
Dates and venues	in each participating Geopark between Q1 and Q3 2027
Costs (VAT)	18 779,92€
Beneficiaries	Partners and tourism stakeholders
Targeted public	Visitors
Anticipated outcome	Awareness Kits developed and tested to promote responsible visitor behaviour Improved visitor understanding of site sensitivity and the reasons behind required behaviours Printed communication materials distributed across Geopark tourism offices

3rd initiative: Exchanges of experience and networking

Objectives	Facilitate the exchange of experiences and networking among Geopark partners to strengthen sustainable tourism practices and collaborative learning.
Resources required	Travel and accommodation and logistics for study visits in France and Sweden Organisation of digital kick-off meeting Local guides or experts for guided study visits Digital meeting platforms and technical support for regular online meetings between partners Staff time for planning, coordination, and reporting from meetings and visits Documentation tools for recording and sharing learnings from exchanges and study visits
Dates and venues	All along the project period
Costs (VAT)	19 213,97 €
Beneficiaries	Partners themselves and local tourism stakeholders during study visit
Targeted public	Partners themselves and local tourism stakeholders during study visit
Anticipated outcome	Enhanced knowledge sharing and best practice exchange between participating Geoparks Strengthened networking and collaboration among partners Improved coordination and continuous communication through regular digital meetings Documented lessons and recommendations from exchanges Foundation for future joint initiatives in sustainable tourism development

4th initiative: Capitalising and transferring project results

Objectives	Capitalize on and transfer project results to promote more responsible tourism practices in our own Geopark and across European Geoparks.
Resources required	Staff time for data analysis and model development based on collected project data Graphic design and layout services for producing a printed guide on responsible tourism Translation services for multilingual versions of the guide Motion design expertise and video production tools for creating a project summary video (French partner initiative) Staff time for coordinating the guide and video production, including quality control
Dates and venues	Q4 2027
Costs (VAT)	6 628 €
Beneficiaries	Partners
Targeted public	Stakeholders and destinations in the LAG region, as well as European Geoparks

Anticipated outcome	Printed guide on responsible tourism available for European Geoparks Increased awareness and uptake of responsible tourism practices among Geopark stakeholders
---------------------	--

1.2.2 Local initiatives

1st initiative: Mapping and defining sustainable and responsible communication

Objectives	Map and define sustainable and responsible communication practices to support responsible tourism in the destination.
Resources required	Staff time for compiling and processing existing materials and conducting environmental scanning Consultant support and for developing and conducting surveys and in-depth interviews (Partner 2) Intern/stagiaire time to assist with survey preparation, data collection, and analysis (Partner 1) Staff time and logistic costs for facilitation and coordination for assembling a focus group of 20 participants; meeting logistics for focus group sessions, follow-up meetings, and final presentations Graphic design and layout services for drafting and printing the handbook on responsible communication Staff time for coordination, analysis, and reporting
Dates and venues	in each participating Geopark between Q1 and Q3 2026.
Costs (VAT)	19 013,32 €
Beneficiaries	Partner 2 and their local tourism and natural area managers of Lake Honbarga; Partner 1, in relation to the survey initiative
Targeted public	Tourism and natural area stakeholders in each partner's region
Anticipated outcome	Validated survey and interview results providing insights from stakeholders Pilot-tested handbook on responsible and sustainable communication Final handbook layout and printed version for wider dissemination Enhanced stakeholder awareness of sustainable communication practices

2nd initiative: Supporting the Transition towards Sustainable Tourism practices

Objectives	Supporting the transition towards sustainable tourism practices in the Chablais Geopark
Resources required	Consultant support for organising professionalisation workshops to strengthen CSR approaches Consultant support to co-develop a collective, mid-term roadmap for implementing sustainable tourism practices in Chablais UGGp Logistics costs for feedback meeting Staff time for coordinating the CSR pilot group, mobilising local stakeholders, supporting co-construction, and planning and reporting the roadmap
Dates and venues	In Chablais Geopark, Q1 2026 to Q2 2027

Costs (VAT)	9 066, 58 €
Beneficiaries	Partner 1, local tourist offices (especially the pilot group), and local destination management organisations
Targeted public	Tourism stakeholders in the Chablais Geopark
Anticipated outcome	Increased capacity of tourism stakeholders to implement CSR approaches Transferable a sustainable roadmap available for use by Geoparks and local tourism actors Enhanced collaboration and feedback between Geopark, LAG offices, and project partners Documented recommendations and lessons learned from workshops and feedback sessions

3rd initiative: Project management, coordination and steering

Objectives	Project Manager employed at 25% for the project Platåbergen Geopark representative at 15% Financial Officer – Consultant (5 hours per month) Tourism Officer – 20% working time + structural costs + travel expenses Chablais UNESCO Global Geopark Coordinator – 5% working time + structural costs + travel expenses
Resources required	Project Manager employed at 25% for the project Platåbergen Geopark representative at 15% Financial Officer – Consultant (5 hours per month) Tourism Officer – 20% working time + structural costs + travel expenses Chablais UNESCO Global Geopark Coordinator – 5% working time + structural costs + travel expenses
Dates and venues	All along the project period
Costs (VAT)	131 257,83 €
Beneficiaries	Partners
Targeted public	Partners
Anticipated outcome	Efficient project coordination and oversight, ensuring all planned activities are delivered on time and within budget Clear communication and collaboration among partner organizations and key stakeholders Effective management of actions at the local level, mobilizing local stakeholders and strengthening activities through cooperation among partners

1.3. Duration of the project's implementation and time frame

Duration of the project from 1st of january 2026 to 31rd december of 2027

Time frame	2026				2027			
Actions	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
1 / SUSTAINABLE TOURISME STRATEGIES AND TOOLS DEVELOPMENT								
Supporting the Transition towards Sustainable Tourism practices								
Mapping and defining sustainable and responsible Communication								
Implementing Sustainable and Responsible Communication								
Developing "Awareness Kits" for Visitors								
2 / PROJECT GOVERNANCE AND COOPERATION								
Project Management, coordination and steering								
Exchange of experiences and networking								
Capitalising and Transferring Project Results								

1.4 Role of each of the partners in relation to the principal activities

	Partner 1 - SIAC	Partner 2 - Skara	Both partners
Designing the cooperation agreement			x
Developing a CSR roadmap to support tourism transition	x		
Mapping and defining sustainable and responsible communication		x	
Conducting a survey among inhabitants and visitors			x
Developing "Awareness Kits" for Visitors	x	x	
Exchange of experiences and networking			x
Capitalising and Transferring Project Results			x

Annex 2 - Budget

2.1. Details of each partner's financial commitment

Complete a separate table for each item of expenditure

Objectives and Actions / Expenditures in EUROS (excl. VAT)	Partner 1 - France	Partner 2 - Sweden	TOTAL (€)
		Euro calculated at an exchange rate of 10.99 on 18 November 2025	
1 / SUSTAINABLE TOURISM STRATEGIES AND TOOLS DEVELOPMENT			
OBJECTIVE: Supporting the Transition towards Sustainable Tourism practices			
Professionalisation workshops on CSR approaches	2 070,00		2 070,00
Development of a transferable CSR roadmap	6 000,00		6 000,00
Feedback meeting with the Geopark and LAG tourism offices	996,58		996,58
OBJECTIVE: Mapping and defining sustainable and responsible Communication			
Compile and process existing materials and environmental scanning	Working time	Working time	
Assemble a focus group of 20 people		Working time	
Develop and conduct a survey with the support of a consultant and carry out in- depth interviews with the focus group and selected participants	2 880,00	8 286,46	11 166,46
Final presentation of the project for project participants and other interested parties		549,50	549,50
Evaluate the pilot test – follow-up meeting		219,80	219,80

Layout and printing of the handbook and test a draft handbook on responsible and sustainable communication together with local influencers, the tourism industry, and local residents		6 528,06	6 528,06
Final presentation of the project to participants and stakeholders		549,50	549,50
OBJECTIVE: Implementing Sustainable and Responsible Communication			
Creation of training materials		Working time	-
Development of a workshop concept based on the training materials		Working time	-
Organisation of training sessions / workshops	1 750,00	3 077,20	4 827,20
Follow-up survey among the discussion group		2 747,50	2 747,50
OBJECTIVE: Developing “Awareness Kits” for Visitors			
Conduct environmental scanning and benchmarking regarding “nudging” related to desired behavior changes among visitors.	Working time	Working time	-
Develop an awareness kit for visitors about caring for the site and why, in collaboration with the French partner		11 077,92	11 077,92
Use and evaluation of the awareness kit during summer 2027		Working time	-
Design of digital awareness content promoting responsible behaviour	3 100,00		3 100,00
Design and printing of awareness-promotion materials in Geopark tourism offices	4 602,00		4 602,00
2 / PROJECT GOVERNANCE AND COOPERATION			
OBJECTIVE: Project Management, Coordination and Steering			

Project Manager employed at 25% for the project		61 000,21	61 000,21
Platåbergen Geopark representative at 15%		28 063,84	28 063,84
Financial Officer – Consultant (5 hours per month)		9 231,60	9 231,60
Tourism Officer – 20% working time + structural costs + travel expenses	26 369,74		26 369,74
Chablais UNESCO Global Geopark Coordinator – 5% working time + structural costs + travel expenses	6 592,44		6 592,44
OBJECTIVE: Exchange of experiences and networking			
Kick-off meeting (digital or during Karawanken-Karavanke Geopark “EGN Spring Meeting”, 23–26 March 2026)	1 539,00		1 539,00
Study visit in France	3 296,67	7 912,80	11 209,47
Study visit in Sweden	1 520,00	4 945,50	6 465,50
Regular digital meetings between partners	Working time	Working time	-
OBJECTIVE: Capitalising and Transferring Project Results			
Development of a model based on collected data	Working time	Working time	-
Layout and printing of a guide for more responsible tourism in European Geoparks	1 600,00		1 600,00
Translation costs	1 378,00		1 378,00
Project summary video (motion design)	3 650,00		3 650,00
TOTAL	67 344,43	144 189,89	211 534,32

2.2. Details of the finance required from each partner to fund the project

Partner/financial backers	Self-funding	EALARD	Region (Provide the name)	Département (Provide the name)	Other pub. fund. (provide the name)	Private contrib.	total
SIAC - Chablais UGGp	€24 244	€43 100,43					€67 344,43
SKARA Municipality	€0	€144 189,89					€144 189,89
Total							€211 504, 32